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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits

A Summary of the Exhibit

SUCCESSFUL DAIRYING

A booth exhibit showing why successful dairymen analyze their business; and a dozen points to be considered in making the analysis.

Specifications

Floor space - - - - - 13 ft. front, 8 ft.

Wall space - - - - - None. (deep.)

Shipping Weight - - - - - 350 lbs.

Electrical Requirements - None.

SUCCESSFUL DAIRYING  
(Range Program No.2)

How It Looks

The information conveyed in this booth exhibit is, in general, in the form of a questionnaire with answers. Six photographs are used to supplement the text. Two kinds of milk pails, wide-top and small-top, are suspended at the bottom of the right section. The left section contains text relating to the production factor as influenced by bulls and cows of good and poor quality.

The center section presents six questions relating to farming and feeding practices, and the right section gives a list of five practices which may prevent the dairy products from bringing top prices.

The booth is 13 feet across the front, 8 feet deep, and 7 feet high.

What It Tells

The main thought in this exhibit is to suggest to the dairy farmer that he ask himself this question: "Does my dairy farming pay?" This question can be answered only after a careful analysis of the business. Are your cows good producers? Perhaps you have poor cows. They may average low and may not pay for their feed. You can know these facts only by weighing and testing the milk from each cow and by weighing her feed. Perhaps you use poor bulls. Be sure the bull is a purebred that will improve the herd. Perhaps you are not getting rid of low producers and are raising calves from your poor cows. Careful culling raises the average production.

The matter of feeding should also be analyzed. Are you feeding your cows right? Do your cows get pasture enough? Good pastures properly cared for furnish cheap feed. Do you feed according to production? Profits can be increased if you feed each cow according to the amount of milk she produces. Are you feeding good roughage that contains protein? You will find that it pays to feed properly cured alfalfa or other legumes.

'Do your cows get succulent feed the year round? A silo is a paying investment. Good silage increases the milk flow. Do the rations contain mineral matter? High milk production requires an abundance of mineral matter, especially calcium and phosphorus, in the ration.

Your dairy farming may not pay because the products you sell are of poor quality. Unless they are of the best quality, they can not command the highest prices. You may not keep your cows and barns clean enough. Dirt gets into the milk if cows are not clean. You may be using wide-top milk pails. Small-top pails reduce contamination materially. You may not clean the pails, cans, and separator properly. Thorough washing and steaming are necessary for the production of the best quality of products. You may not cool the milk sufficiently. Quick cooling to a low temperature results in better quality. You may not deliver your milk and cream often enough. The fresher the milk and cream, the better they are.

#### Where to Get Information

The following publications may be obtained free of charge from the U.S. Department of Agriculture, Washington, D. C.

Farmers' Bulletin No. 602 Production of Clean Milk

Farmers' Bulletin No. 976 Cooling Milk and Cream on the Farm

Farmers' Bulletin No. 743 Feeding Dairy Cows

Farmers' Bulletin No. 1336 Feeding Calves

Farmers' Bulletin No. 993 Cooperative Bull Associations

Farmers' Bulletin No. 1167 Essentials of Animal Breeding

Farmers' Bulletin No. 578 Making and Feeding Silage

Farmers' Bulletin No. 1214 Farm Dairy Houses

U.S.D.A. Bulletin No. 235 Utility Value of Purebred Livestock

Dairy Division E. No. 10 Your Future Herd

